



## Canadians not Keen on Corporate Tax Cuts

A survey of 1,105 Canadians  
Conducted from January 21 to 24, 2011  
Released: January 27, 2011

[www.abacusdata.ca](http://www.abacusdata.ca)



## Abacus Data: Not your average pollster

Abacus Data Inc. is Canada's newest player in the public opinion and marketing research industry. Whether it's telephone or online surveys, focus groups, one-on-one interviews, or secondary data analysis, the team at Abacus Data conducts public opinion, marketing, or stakeholder research that provides strategic insight to our clients. What sets the team at Abacus Data apart is its fresh perspective on politics, business, and consumer behaviour and a commitment to its clients.

Abacus Data offers its clients a comprehensive research tool kit that includes:

- Custom quantitative studies
- Opinion leader/Decision maker consultations
- The Vertex Panel ([www.vertexpanel.ca](http://www.vertexpanel.ca))
- Omnibus surveys
- Focus groups
- Intercept studies
- One-on-one interviews
- Custom community panel creation and management
- Secondary data analysis



### Dr. David Coletto, CEO

Coletto has over six years experience working in the marketing research industry. He has conducted research studies for organizations in many sectors including pharmaceutical, transportation, educational, telecommunications, media, arts and cultural, tourism, and retail. He has also advised elected officials and senior-level decision makers at the federal, provincial, and municipal government levels.

He received his PhD in Political Science from the University of Calgary where he taught Research Methods to undergraduate students.

## Abacus Data also has a number of unique research practices.

Click on the graphics below for more information.



## Methodology

From January 21<sup>st</sup> to 24<sup>th</sup>, 2011, Abacus Data Inc. conducted an online survey among 1,100 randomly selected Canadian adults from an online panel of over 100,000 Canadians.

The margin of error—which measures sampling variability—is comparable to +/- 3.0%, 19 times out of 20.

Results of the survey were statistically weighted by gender, age, region, language using census data from Statistics Canada and by past vote using Elections Canada results from the 2008 General Election. Totals may not add up to 100 due to rounding.

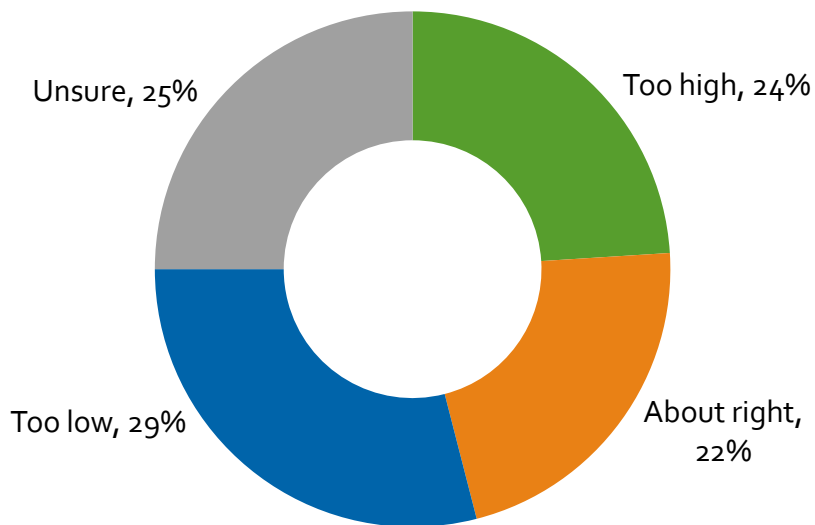
More interviews were completed in Quebec, so the weighted total of interviews does not add up to 1,105.

For more information about the poll's methodology, visit the Abacus website at [www.abacusdata.ca](http://www.abacusdata.ca)

The table below reports the unweighted and weighted distribution by region or province.

Region/Province	Unweighted Count (All Respondents)	Weighted Count (All respondents)
Atlantic Canada	81	79
Quebec	347	274
Ontario	375	421
Prairies (MB and SK)	68	73
Alberta	105	113
BC	129	145
Total	1,105	1,105

**First, do you think that federal corporate tax rates in Canada are too high, too low, or about right?  
(n=1,105, weighted)**



**Analysis**

When asked about the current state of corporate tax rates in Canada, respondents were nearly evenly split.

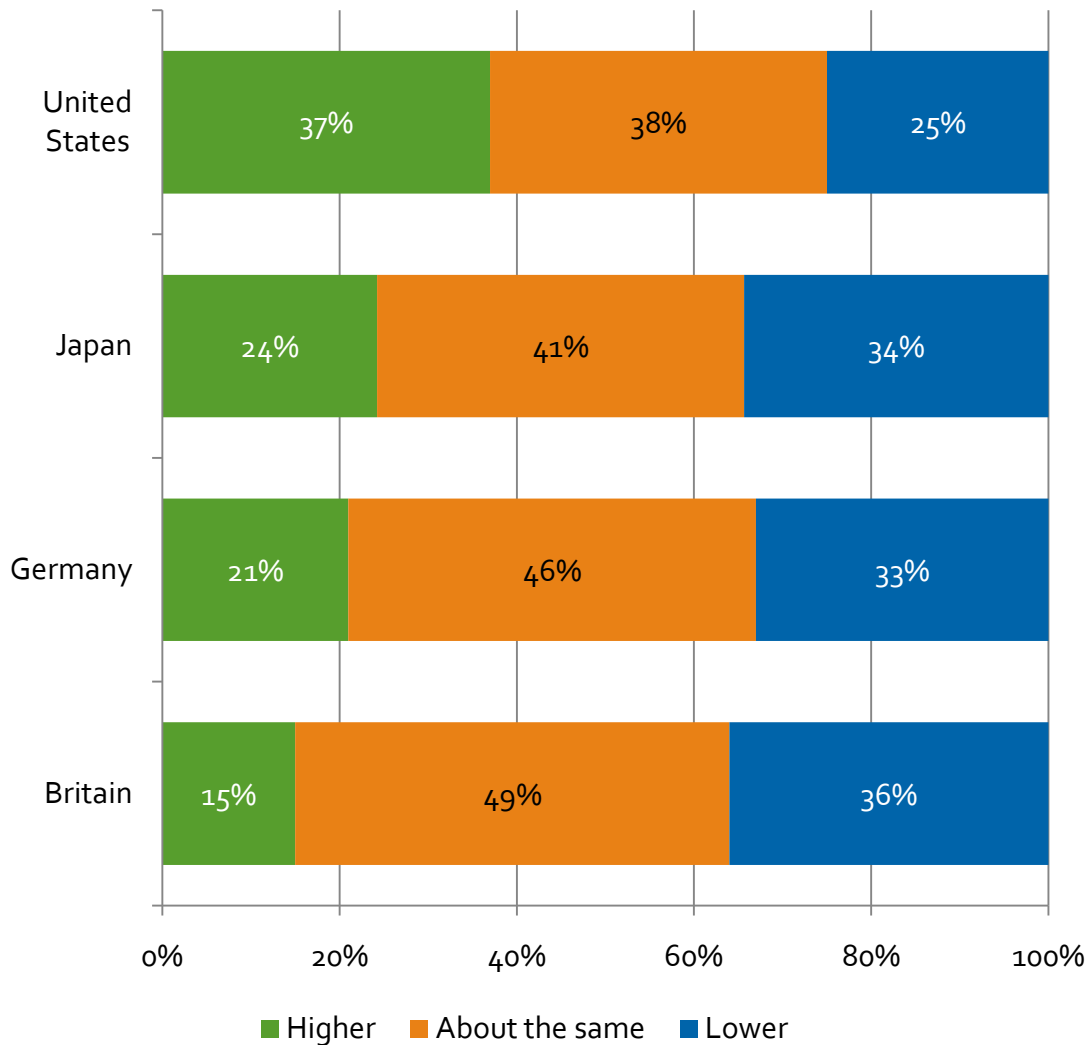
Opposite trends were observed in both the 18-29 and 60+ demographics. Younger Canadians were more likely to think taxes are too high, while the older group were more likely to think taxes are too low.

There was a fairly clear partisan divide on the issue. Conservative supporters were most likely to think that corporate taxes are too high or about right while a plurality of Liberal, NDP, and Bloc supporters felt that rates are too low.

**Subgroup Analysis**

	Male	Female	18-29	30-44	45-59	60+	Conservative Party	Liberal Party	NDP	Bloc
<b>Too high</b>	20%	28%	26%	25%	28%	18%	26%	18%	17%	24%
<b>About right</b>	30%	15%	25%	21%	17%	28%	34%	27%	10%	17%
<b>Too low</b>	32%	26%	16%	28%	31%	37%	17%	36%	49%	43%
<b>Unsure</b>	18%	31%	33%	26%	25%	18%	23%	19%	25%	16%
<b>Unweighted N</b>	570	537	160	332	385	229	320	192	127	120
<b>Weighted N</b>	539	563	204	313	322	265	303	212	139	88

## Are Canada's corporate tax rates higher, lower, or about the same as those in ... (n=1,105, weighted)



### Analysis

These results suggest that Canadians have very little knowledge of international taxation rates, or Canada's relative position.

Although the United States have higher corporate taxes, a majority of Canadians believed that Canada had higher or about the same rate of corporate taxation.

Depending on corporate charter status, the federal corporate tax rate in Canada is either 11 or 16.5%, with provincial rates ranging from 1-16%.

Federal tax in the United States is 35%, with state taxes ranging from 0-12%.

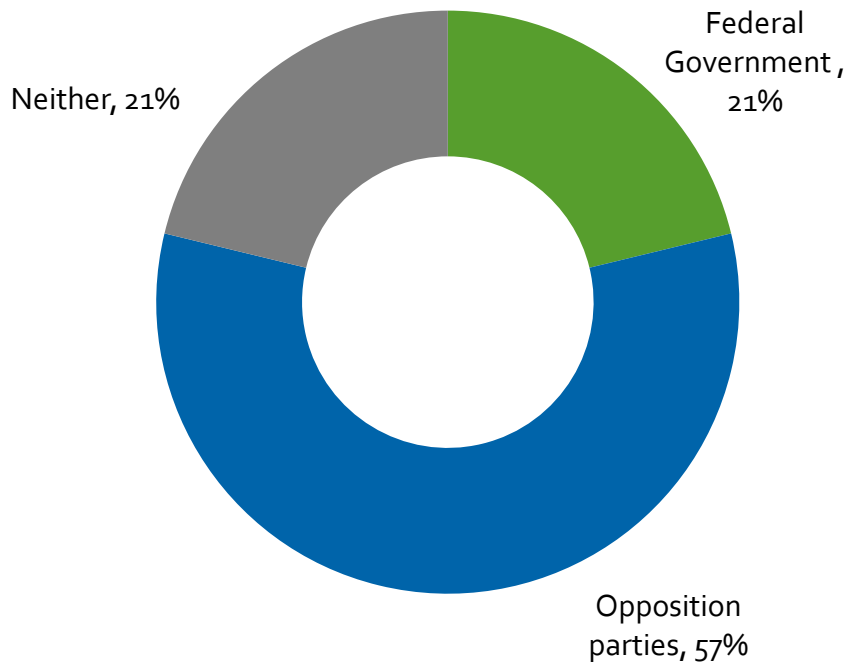
Japan's corporate tax rate averages 30%, Britain's is 28%, and in Germany taxes are 33.3%.

Recently, there has been a debate in Canada about what the federal government should do about corporate tax rates.

On one hand, the federal government argues that lower corporate tax rates encourage investment in Canada and create jobs.

On the other hand, opposition political parties argue that Canada already has the lowest corporate income taxes already, and the money should be spent on more important things like health care or reducing the deficit.

Which position, if either, comes closest to your view?  
(n=1,106, weighted)



## Analysis

Overall, a majority of Canadians said the federal opposition parties' argument on corporate taxes came closest to their view while only 21% sided with the federal government.

A majority of respondents continue to support the opposition's argument across gender, all age groups, and all regions (save Alberta, which was 45% in favour of the opposition's argument)

Politically, a significant majority of Liberal, NDP, Bloc, and Green supporters also support the opposition's argument. Conservative supporters were most likely to agree with the government, although only a slight majority.

Interestingly, over half of undecided voters also support the opposition's argument, with only 12% agreeing with the government's.

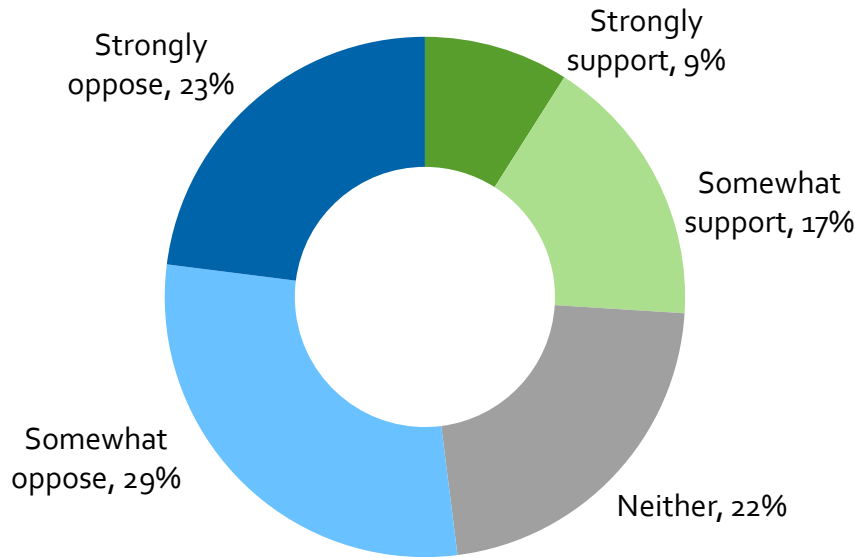
Corporate tax rates could prove to be an important factor in the minds of undecided voters.

	<b>Male</b>	<b>Female</b>	<b>18-29</b>	<b>30-44</b>	<b>45-59</b>	<b>60 +</b>
Government	27%	16%	21%	20%	19%	27%
Opposition	56%	60%	58%	56%	55%	61%
Neither	18%	24%	21%	25%	25%	12%
<i>Unweighted count</i>	570	537	160	332	385	229
<i>Weighted count</i>	539	567	204	313	323	264

	<b>Atlantic</b>	<b>Quebec</b>	<b>Ontario</b>	<b>Prairies</b>	<b>Alberta</b>	<b>BC</b>
Government	20%	13%	24%	20%	30%	23%
Opposition	56%	65%	59%	51%	45%	55%
Neither	24%	23%	17%	26%	25%	23%
<i>Unweighted count</i>	81	347	375	68	105	129
<i>Weighted count</i>	79	274	421	73	113	145

	<b>Conservative</b>	<b>Liberal</b>	<b>NDP</b>	<b>BQ</b>	<b>Green</b>	<b>Undecided</b>
Government	53%	6%	9%	7%	12%	12%
Opposition	26%	81%	81%	74%	69%	53%
Neither	21%	13%	11%	19%	19%	35%
<i>Unweighted count</i>	320	192	127	120	61	287
<i>Weighted count</i>	303	212	139	89	67	296

The federal government has said it will not cancel the planned corporate tax cuts. Overall, do you support or oppose the federal government's plan to continue with the corporate tax cuts?  
(n=1,105, weighted)



### Analysis

When asked about the government's plan to continue with existing corporate tax cuts, a majority of Canadians (52%) were opposed, while less than one third (26%) were supportive of the plan.

Demographic results were similar to those in the previous question, with the majority of most subgroups opposed to continuing the tax cuts.

Conservative Party supporters were the only demographic to exhibit majority support for continuing the corporate tax cuts (54%).

### Subgroup Analysis

	Male	Female	18-29	30-44	45-59	60 +	Conservative Party	Liberal Party	NDP	Bloc	Undecided
<b>Support</b>	31%	21%	28%	24%	25%	30%	54%	13%	13%	14%	18%
<b>Neither</b>	15%	28%	26%	23%	24%	16%	22%	14%	14%	20%	33%
<b>Oppose</b>	54%	50%	46%	54%	51%	55%	24%	73%	73%	65%	49%
<b>Unweighted N</b>	570	537	160	332	385	229	320	192	127	120	287
<b>Weighted N</b>	539	566	203	314	322	265	304	212	139	89	296



**For more information about this study or Abacus Data Inc., please contact:**

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